

## Klineline Bridge Replacement Project Public Outreach and Involvement Plan

**Goal:** Implement a comprehensive, community-based outreach effort to increase public awareness of the Klineline Bridge Replacement Project and to reduce, where possible, construction impacts on local businesses and residents caused by the bridge closure.

Objective 1	Tasks	Assigned to	Complete by
1. Business Services: Cooperatively develop a variety of communications materials and related promotional products to share with affected business for the purpose of informing and retaining customers.	* Cooperatively develop a business “tool kit”	Sunny, Brad, Barbara, Bud <i>Need map from County</i>	July 16/23
	* Create special project flyer and point of purchase display for denoting detour and business access information.	Rebecka -graphics Sunny, Brad, Barbara, Bud	July 16/23
	* Coordinate with business associations, large employers and interested small business to create a communications network to share project information.	Ila, Ron, Bud	July 16/23
	* Develop criteria for assessing business impacts and related effectiveness of materials and promotions.	Ila, Ron, Bud	July 16/23
Objective 2	Tasks	Assigned to	Complete by
2. Public Outreach/marketing: Provide a comprehensive range of public marketing materials to directly inform residents and motorists about the project and emphasize key messages such as “Open for Business.”	* Cooperatively organize special events such as bridge closure	Brad, Dave	July 16/23
	* Develop a marketing message/theme for public outreach and delivery through business outlets.	All	July 16/23
	* Provide for pedestrian viewing of bridge construction.	Dan (Jim G)	July 16/23

* Explore options for webcam, public tours and school-related activities.	<b>Dan (Jim G webcam)</b>	<b>July 16/23</b>
* Purchase media advertising space for project information and key message reinforcement.	<b>FR/JDW</b>	<b>August</b>
* County and NA leadership develop communication network using mailers and email groups.	<b>Dan, Ila, Bud, (Holly), George, Twyla</b>	<b>July update</b>
* Inform trucking industry	<b>County</b>	

<b>Objective 3</b>	<b>Tasks</b>	<b>Assigned to</b>	<b>Complete by</b>
3. Signage & detour information: Seek opportunities to go beyond legally required signing to inform public about the bridge closure and emphasize that businesses remain open and accessible.	* Work with private property owners to place special signing on grounds and/or marques.	<b>Ron/Sunny</b>	
	* Inform outline map companies about bridge closure and route changes.	<b>George</b>	
	* Provide route maps for distribution at businesses, posting on participating web sites, etc.	<b>County/Jim B./Rebecka's husband</b> <b>Rob to graphically work a doc. and send to OAG.</b>	